



DESTINATION : DOWNTOWN

CLAWSON

DESIGN GUIDELINES HANDBOOK

QUESTIONS?

We welcome them! Whatever the size of your project, the DDA is here to help find answers, provide design assistance, offer grant opportunities and be your advocate.

Contact the DDA Director now to see how we can help.

CONTACT

Joan Horton
Executive Director
248-435-1529 (office)
248-219-4022 (cell)
ddadirector@cityofclawson.com

downtownclawson.com

TABLE OF CONTENTS

1. INTRODUCTION

- A. History
- B. Standards
- C. Checklist (How to Use this Handbook)

2. GENERAL DESIGN GUIDELINES

- A. Using the Design Guidelines
- B. Goals of the Design Guidelines

3. DESIGN GUIDELINES FOR CONTEXT AND SITE PLANNING

- A. Site Design
 - a. Zero Lot Line
 - b. Existing Setback
- B. Parking
 - a. Screening
 - b. Access Management
 - c. Shared Parking Agreements

4. DESIGN GUIDELINES FOR BUILDINGS

- A. General
 - a. New Construction and Additions
 - b. Renovation
 - c. Residential as Commercial
 - d. Historic
- B. Materials
- C. Articulation
- D. Color and Painting

5. DESIGN GUIDELINES FOR BUILDING ELEMENTS

- A. Entries
 - a. Front Entries
 - b. Rear Entries
- B. Windows
- C. Lighting
- D. Awnings
- E. Signage
 - a. Wall / Pin mounted
 - b. Window Graphics
 - c. Projecting / Blade
 - d. Ground / Monument
 - e. A-frame / Portable
 - f. Neon
- F. Sustainability in Building Elements

6. DESIGN GUIDELINES FOR PUBLIC SPACE

- A. Outdoor Cafes
- B. Outdoor Amenities
- C. Public Art

“Everyone has the right to live in a great place.
More importantly, everyone has the right to
contribute to making the place where they
already live great.”

Fred Kent

President, Project for Public Spaces

SECTION ONE

1. INTRODUCTION

So you want to make improvements to your property? The fact that you have this book and are taking the time to read through it is an excellent start!

PURPOSE CLAUSE

The guidelines and checklist included in this handbook have been created to support the City of Clawson Ordinance, Downtown Clawson Visioning Plan (2014), and Downtown Clawson Master Plan (2015). This information is meant to provide a clear and concise reference guide for new construction and / or rehabilitation of property within the DDA area. All guidelines and images in this document are intended to help stakeholders understand the goals and intent of the Downtown Clawson Master Plan, in order to further support development that aligns with the Master Plan.

It is our hope that sharing the stories, history and design successes in Downtown Clawson, we will forge relationships and construct new development that will build a better Clawson.

The guiding document for these guidelines is Section 34-1195 (c) in City of Clawson Ordinance. The Code of Ordinances is always the authoritative document, these guidelines in no way alter the legal standing of the ordinances.



WHAT IS THE DOWNTOWN DEVELOPMENT AUTHORITY?

The Clawson Downtown Development Authority (DDA), more commonly known as simply Downtown Clawson, is an independent public agency of the City of Clawson whose purpose is to promote the economic and physical revitalization of the downtown business district.

A strong downtown center is a major attraction for development and enhances the quality of life for the entire community. To promote the economic viability of the downtown, the DDA coordinates and supports activities and acts as an advocate for a safe, clean and attractive central business district.

As part of its mission, the DDA works to promote economic growth by combining public and private resources to help shape Downtown Clawson and drive development in the downtown district.

MAIN STREET

Downtown Clawson is an accredited member of Main Street America -- a division of the National Trust for Preservation. As such, the Clawson DDA follows the Main Street management philosophy of community driven economic development and historic preservation, with an emphasis on 'sense of place'.

The Main Street management model uses a four points approach -- Organization, Design, Economic and Promotion -- through four committees charged with leading each point.

A Board of Directors, made up of business owners, residents and other stakeholders, establish policy and provide oversight for the organization. The board, in turn, provides direction to the Executive Director to oversee day to day operations and assist the committees.

MISSION STATEMENT

To ensure our downtown is a great place to shop, work, enjoy and invest while protecting and enhancing our unique character and history.

WHAT DO WE DO?

One of the central roles of the Clawson DDA is advocacy for the downtown district. As such, the DDA is a resource for residents and business owners on development and rehabilitation projects in Downtown Clawson. In addition, the DDA provides support for local businesses through the following programs:

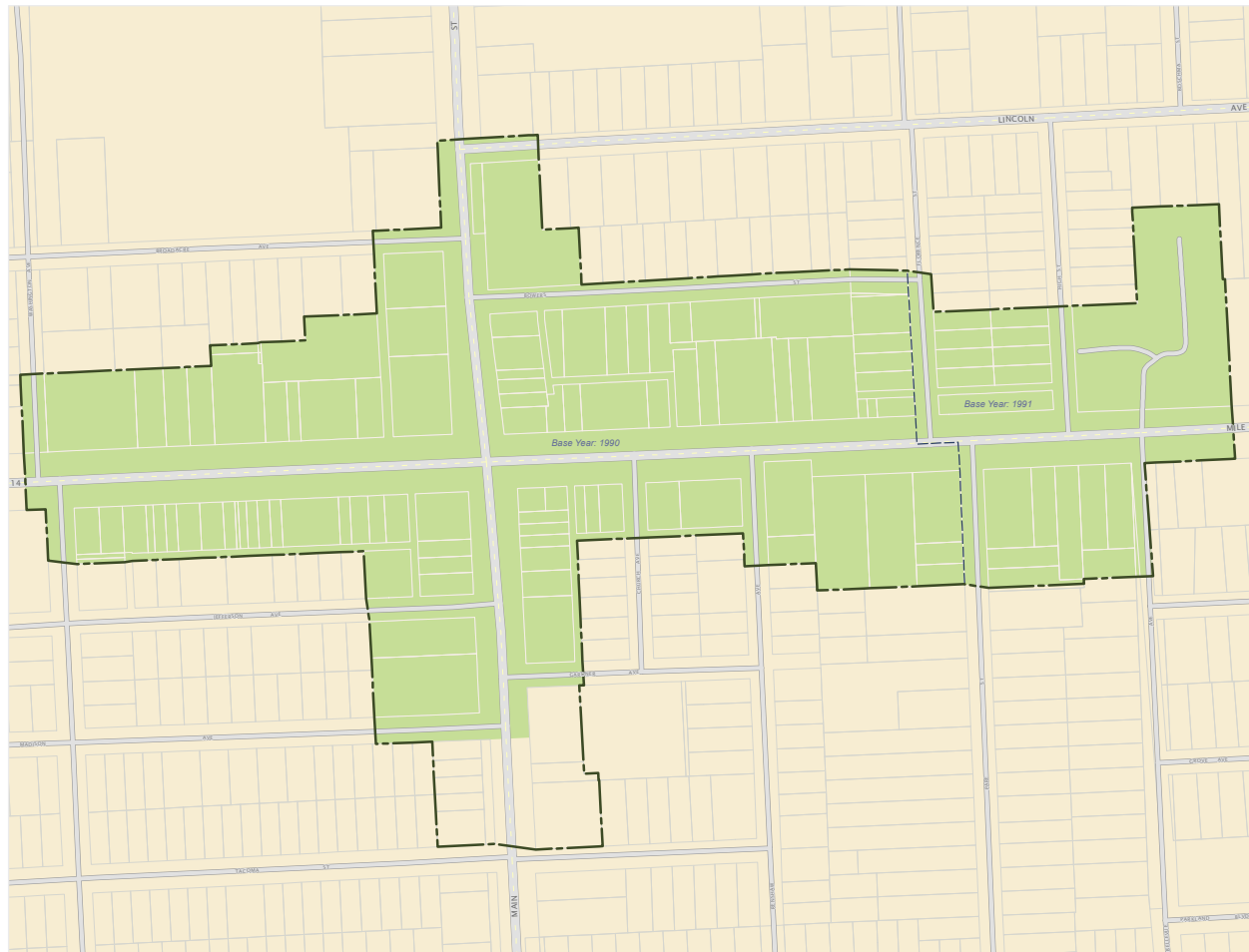
- Business Assistance Grants
- Facade Improvement Grants
- Technical Assistance Grants
- Design and Signage Assistance
- Retail and Marketing Workshops
- Mentorship Programs for New Businesses
- Public Art Installations
- Urban Planning, Market Analysis, and other strategic initiatives

Over the last few years, Downtown Clawson has worked diligently to provide an improved streetscape, increased pedestrian safety and significant economic growth in the district. And we have exciting plans for the future!

To get involved, or take advantage of DDA support for your business, contact us today!--

CITY CENTER MAP

All properties within the Downtown Development Authority (highlighted) are zoned as City Center District. Sec. 34-1191



Clawson Downtown
Development Authority

Contact
Richard Haberman
425 N. Main St.
Clawson, MI 48017
248-435-4500



Statistics
Authority: 39 acres
Dev. Area: 37 acres
Millage: Yes

Legend

— Authority Boundary

■ Development/Capture Area
Area defined in the development plan where TIF capture can occur.

--- Separate Base Years
Represents blended base years due to development area boundary amendment or expansion.

0 100 200 Feet



Map date: October 28, 2009
Created by: Oakland County Planning and
Economic Development Services

The information provided herewith has been compiled from recorded deeds, plats, tax maps, surveys and other public records. It is not a legally recorded map or survey and is not intended to be used as one. Users should consult the information sources mentioned above when questions arise.

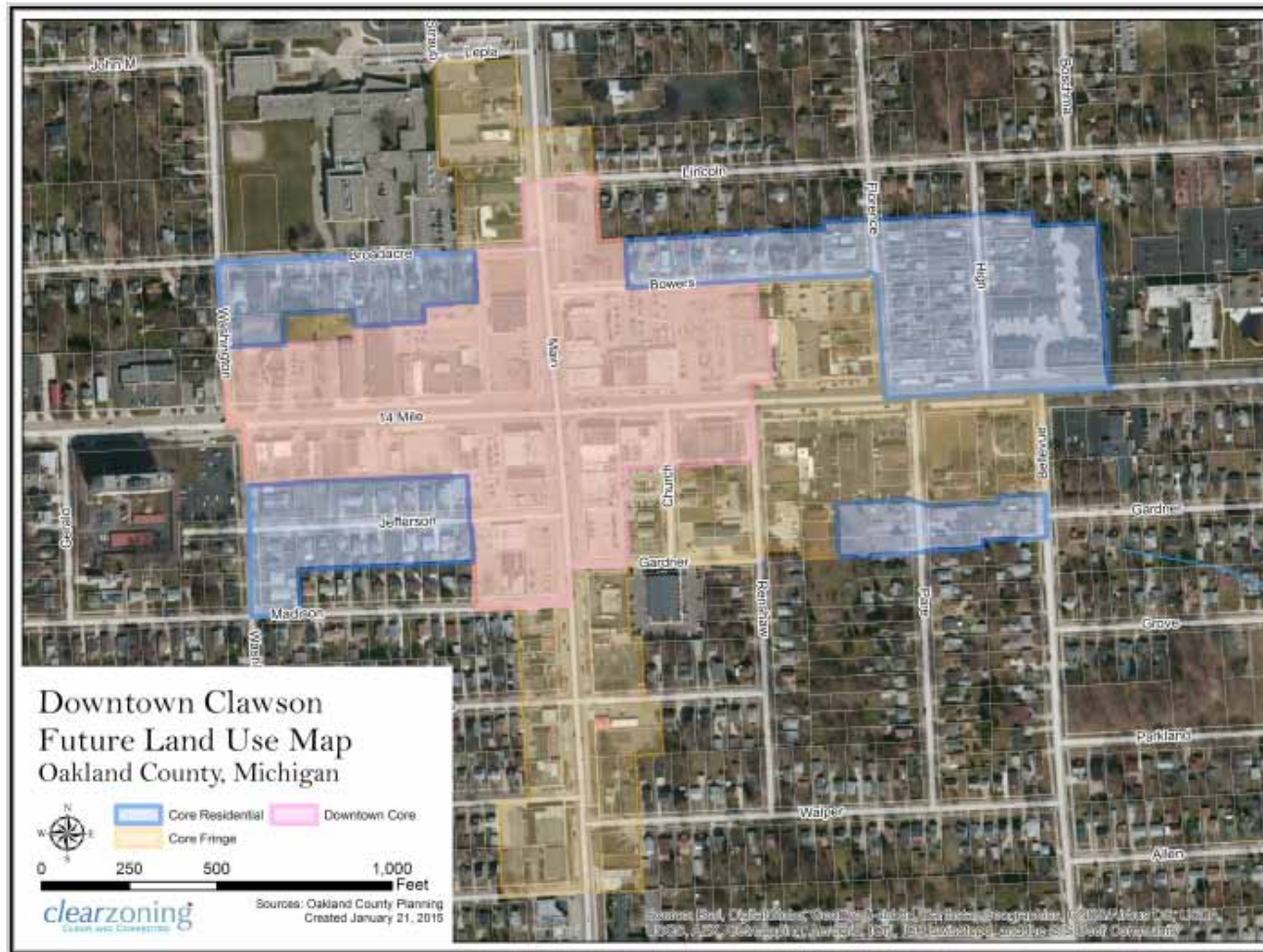
Community Overview



MAP 1 : City Center District Zoning Map

FUTURE LAND USE MAP

Both the 2014 Downtown Clawson Visioning Report and the 2015 Downtown Master Plan recommend the establishment of Downtown Core, Core Fringe, and Core Residential area designations. This map does not change the zoning of any property and does not imply that rezoning of any particular property is imminent. It outlines how the City must think about land in the downtown over the long term in order to give Downtown Clawson room to grow organically.







A. HISTORY

Downtown Clawson has a blend of architectural styles -- early 20th century, mid-century modern to present day, each with their own characteristics, that together tell the story of our community.

Growing outward from the intersection of 14 Mile and Main Street, the earliest buildings were constructed close to the street for pedestrian access and visibility. Further from the core, buildings are often set back from the walkway, reflecting the growing importance of the automobile.

As a member of Main Street, an economic development program through the National Main Street Center, we believe the beauty of downtown is its diversity, its evolution, and its evocation of local history.



126 East 14 Mile Road, circa 1977



126 East 14 Mile Road, circa 2014

B. REHABILITATION STANDARDS for GRANT FUNDING

The diverse architectural style of buildings ranging from the 1920s to the 1970s should be recognized for their individual character and history. The vitality of downtown grows by respecting the individuality of each structure while encouraging the concept of the buildings as a collection.

These criteria are not intended to restrict imagination, innovation, or variety. Rather, they help ensure that downtown Clawson buildings retain their historic character while providing for new uses and creative solutions that are compatible within the downtown district.

The Downtown Development Authority (DDA) offers design assistance, historical resources and a Facade Grant Program to assist downtown projects that adhere to the following Secretary of the Interior's Standards for Rehabilitation.

Please refer to <http://downtownclawson.com/doingbusiness/grant-program/> for more information on the Facade Grant Program.

i. SECRETARY OF THE INTERIOR'S STANDARD FOR REHABILITATION

All projects concerning existing historic properties in the Downtown Core should adhere to the following standards for rehabilitation, as set by the Secretary of the Interior.

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in a such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

“When you look at a city, it’s like reading the hopes, aspirations and pride of everyone who built it.”

Hugh Newell Jacobsen

SECTION TWO

2. GENERAL DESIGN GUIDELINES

These Guidelines are a tool to help shape downtown development, fostering a “built over time” appearance that is congruent with both the city’s history and vision for the future. Variations in facades, building heights and roof lines, the use of high quality materials, signage and lighting, as well as attractive year-round streetscape elements are methods for achieving this appearance. However, by themselves, these guidelines do not create or ensure high quality design. This handbook is intended to address the qualities of architecture, urban design, and public space that make for successful projects within the Clawson community.

INTENT

- To equip property owners with the tools for creating successful downtown properties that enhance the quality of Downtown Clawson.
- This handbook should be used as a reference guide for both new construction and the renovation or rehabilitation of existing buildings.



A. USING THE DESIGN GUIDELINES

The Design Guidelines apply to all projects in the areas outlined in the City Center Map on page 2 of this handbook. These guidelines provide developers and the City of Clawson with specific tools for evaluating proposed designs to ensure that new development will be sensitive to the buildings and character of Downtown Clawson.

The Design Guidelines complement and build upon the City of Clawson Ordinance. Where any conflict may exist between the Ordinance and the Design Guidelines, the Ordinance requirements will prevail.

* Refer to Section 34-1195 (c) in City of Clawson Ordinance

www.downtownclawson.com/doing-business



B. GOALS OF THE DESIGN GUIDELINES

In recent years, Downtown Clawson has seen significant investment in streetscape enhancements and building improvements. This work has contributed to the revitalization of the city core. In recognition of this, Design Guidelines are provided to assure that future improvements complement the commitment demonstrated by the community in making Clawson a dynamic downtown and vital core of the city.

- Establish a quality appearance, whether the building is historic or new construction
- Encourage diversity in styles
- Encourage adaptive reuse of existing structures
- Ensure that downtown continues to be a successful retail district
- Create a contiguous sense of place
- Preserve an authentic built environment
- Preserve a historic sense of place
- Respect human scale
- Respect adjacent buildings and businesses
- Respect the natural environment

BUILDING SETBACK TYPE MAP

This map illustrates the location of two distinct types of downtown property- Zero Lot Line and Setback. The Master Plan outlines different recommendations for context and site planning, based on each setback type.

Zero Lot Line
Development

Setback
Development



“A city is more than a place in space, it is a drama in time.”

Patrick Geddes

“WE must redefine the American dream so that it does not rest on the assumption that we can throw old places away and create new ones in the middle of nowhere.”

William Fulton

“Don’t focus on single buildings so much as fabric. If fabric is lost, we have a few heroic buildings in large parking lots.”

Steve Mouzon

SECTION THREE

3. DESIGN GUIDELINES FOR CONTEXT AND SITE PLANNING

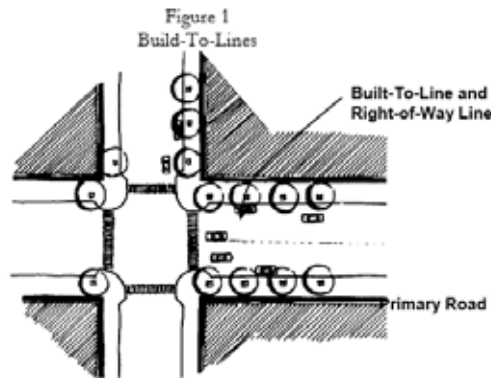
This portion of the Design Guidelines provides general information about building orientation and parking. There are two distinct types of building orientation found within the Downtown district-- Zero Lot Line and Setback. Generally, Zero Lot Line development is preferred in order to create comfortable public space and encourage pedestrian activity within the downtown core. However, this type of development may not always be feasible in the context of the surrounding built environment. General zones for each type of development are illustrated above (MAP 2).

INTENT

- To create and maintain a pedestrian friendly environment.
- To maintain a front property line presence and harmonious downtown aesthetic across all sections of Downtown Clawson.

A. SITE DESIGN GUIDELINES

Buildings at the downtown core are built to the front and side property lines, also known as “zero lot setback”. Exceptions to this occur further from the core where buildings have a more suburban, auto-centric style and may be set back from the property line with front or side parking lots or limited setbacks with a landscaped area or patio space between the building face and the front property line.



a. ZERO LOT LINE

All existing front property line development shall be maintained. Development to the front and side property lines are preferred and encouraged for all new projects.

Orientation

Most existing buildings in the downtown core area are oriented toward the abutting or nearest street.

- The primary orientation of new structures should be toward the abutting street.
- Buildings on sites which adjoin two or more streets should acknowledge or address all abutting streets.

Spacing

Typical historic downtown buildings form a wall of continuous building facades.

- New building development should continue the existing building spacing.
- Buildings which break the wall of facades or create voids or spaces are discouraged.



b. SETBACK

Existing setbacks shall be maintained where adjoining properties have the same setback or are constrained by other means such as a Shared Parking Agreement

Existing Setback

Sites with existing setback with parking at the front or side of the property line must follow the standards for screening and landscaping the property line.

- Improvements should be made to enhance public space on the front yard, including outdoor seating and landscaping.
- The primary orientation should remain toward the abutting street.

New Development Setback

New development may be placed at the lot line or setback to meet the build-to line of adjoining properties.

- If setback design is selected, the property must provide an open space plaza or patio.
- The primary orientation of new structures should be toward the abutting street.
- Parking at the front or side of the property line will not be allowed, except where a shared parking agreement (SPA) is in place.



Example of a successful parking lot Screening with brick pillars, metal fencing and well maintained landscaping.



Landscaping should include native and low maintenance variety plantings. Beds should be free of weeds and well maintained.

B. PARKING

Parking for the downtown core area is typically located on the street or in parking lots to the rear side of buildings. For existing and new setback buildings, where parking is in front of buildings, screening and landscaping must be maintained in order to create a pedestrian friendly and harmonious downtown environment.

a. SCREENING + LANDSCAPING

Screening is required for lots with existing setbacks and front parking to create a 'street wall' with a design that is consistent and maintained throughout the downtown. Screening should provide a pleasant visual barrier of surface parking lots at the street level, while still allowing visibility for the safety of pedestrians.

- Screening walls must be constructed of one or a combination of the following:
 1. Brick, stone or similar quality and appearance masonry knee wall
 2. Combination of the above kneewall with ornamental metal fencing
 3. Screening should be 30 inches in height.
- Screening requirements apply to all parking lots facing a principal or minor arterial road.
- For rear lots visible to a residential side street, screening is highly encouraged.
- Additional details and information about screening standards are provided in the ordinance.

Landscaping

Landscaping plantings should be native and low maintenance varieties, and kept free of weeds and debris.

- Screening plants should be a minimum of 30 inches tall at maturity.
- Care must be taken to maintain a continuous screen of plantings. Plants that do not survive must be replaced in a timely manner.
- Landscaping islands must be considered and presented as part of the design plan. Parking needs and loss of parking space will be reviewed and balanced with the landscaping design.

b. ACCESS MANAGEMENT

Access management must be carefully considered in order to maintain a pedestrian friendly environment.

- Access should be provided through sides streets as much as possible.
- Curb cuts on principal and minor arterials are discouraged because it can be hazardous to and disrupt the flow of pedestrian activity.

c. SHARED PARKING AGREEMENTS

Shared parking agreements create opportunities for more concentrated development, combined pedestrian space or landscaping.

- Explore Shared Parking Agreements with neighbors, where practical, in order to optimize space.
- Clawson DDA offers assistance with developing Shared Parking Agreements.

d. FENCING

Fences and walls used to screen mechanical, refuse, and loading elements shall be a minimum of one (1) foot taller than the element being screened.

- Fencing must be durable, opaque and constructed of material found on or complementary to the principal building.
- Gates must be durable and opaque material.
- Fencing shall be maintained in good condition.
- Chain link fencing is not permitted.

***“We shall leave this city not less but greater,
better and more beautiful than it was left to
us.”***

Oath sworn by the citizens of ancient Athens

SECTION FOUR

4. DESIGN GUIDELINES FOR BUILDINGS

Downtown Clawson has a blend of architectural styles that create a unique and dynamic urban environment. This section of the Design Guidelines provides recommendations for encouraging development which retains the historic character and vibrancy of the city center.

Please reference Ordinance 34-1056 Supplemental Regulations for the City Center (CC) and CMD-2 Districts for more specific information.

INTENT

- To maintain the historic nature and architectural character in downtown buildings.
- To create downtown architecture of high quality construction and materials.

Please reference Ordinance 34-1056 Supplemental Regulations for the City Center (CC) and CMD-2 Districts for more specific information.



Successful renovation of existing buildings reflects the character of the existing downtown environment.



A. GENERAL

The Downtown environment should facilitate a dynamic pedestrian experience. Facades shall be proportioned to respect human scale and encourage a pedestrian environment. High quality materials-- wood, brick, stone and glass are the preferred primary building materials for all structures in the Downtown.

a. NEW CONSTRUCTION AND ADDITIONS

New construction and building additions should reflect the historic nature and unique character of the existing downtown architecture. New architecture should be high quality with particular attention to design, craftsmanship, material choice and pedestrian scale.

New Construction

- Standardized, formulaic, non-regional architecture and architectural features used for advertising purposes are not allowed.
- New construction should use materials similar to the predominant materials of surrounding buildings.

Additions

- Additions should be compatible with the existing building in character, materials and architectural quality.
- The original structure should not be overwhelmed or dominated by the addition.
- Significant original features of the structure should not be hidden or obscured, but enhanced.

b. RENOVATION

Renovation of existing buildings should be done with respect to the overall character of the city and the surrounding architecture. As with new construction, renovations should reflect the high quality and unique character of the existing downtown environment.

- Developers should consider creative, adaptive reuse of high-quality existing buildings.
- All building renovations should provide for handicapped access. Access should be located so that it does not detract from the original character of the building.

The recommendations presented in this section should be used together with the Secretary of the Interior's guidelines (refer to section 1B).

c. RESIDENTIAL AS COMMERCIAL

Residential buildings within the Downtown district may be converted to commercial business use, provided that use is compatible with this type of architecture.

- Renovation or additions to residential buildings should retain the same architectural character of the original home. If possible, modifications should be located on the side or rear of the structure.
- Integrity of the spaces between buildings must be maintained.
- Care should be taken to select new uses which the building can easily accommodate.
- Incompatible uses to residential structures usually require extensive modification and are discouraged.

d. HISTORIC

Buildings identified as historically significant (refer to Appendix for list) should retain those features which are significant to the building's character or history. Where restoration is necessary, careful consideration for historic period should be made.

- Historic buildings are usually not exactly as originally constructed. Careful research should be conducted in order to determine which architectural period is most significant.
- Clawson Historical Museum and DDA can provide assistance in architectural history research.
- Once a specific period or architectural style is determined for a property, it should be consistently used as a guide in making individual renovation decisions.

The recommendations presented in this section should be used together with the Secretary of the Interior's guidelines (refer to section 1B).



B. ARTICULATION

Building articulation refers to building elements, both vertical and horizontal, which break up large expanses of wall space and create an interesting streetscape. Proper articulation is critical for creating an inviting pedestrian space.

Recommendations for All Types

- Building design should feature a balance of vertical and horizontal elements.
- A building base, middle, and top should be strongly articulated through materials, details, and changes in the plane of wall.
- Street facing facades shall be divided vertically into segments no greater than sixty (60) feet wide.
- A building must have a distinct ground-floor base with easily identifiable storefronts with clear glass and knee walls.
- To prevent a 'dead wall' on building first floor, articulate the ground floor with display windows, banding and other architectural features.
- Pitched roofs may project into space where upper story floors have been stepped back.

C. MATERIALS

The choice of building materials has a long term effect on the appearance and maintenance of the built environment. The use of high quality materials affects the appearance of buildings over time and ensures that buildings shall be positive assets to Clawson for many years.

- Wood, brick, stone and glass are the preferred primary building materials for all structures in the Downtown. New building construction and rehabilitations should be primarily constructed of these high quality materials.
- Impermanent and high maintenance products should be avoided. Dryvit and EIFS (Exterior Insulation Finishing System) are prohibited materials.
- Materials which imitate other materials or appear to be something they are not are discouraged.

D. COLOR AND PAINTING

Colors should harmonize with the colors of primary and secondary materials of a building facade. Clawson's buildings currently include red, brown and yellow bricks, terra-cotta trim and storefront materials including steel, wood, and / or aluminum.

Use of accent color in Downtown should be conveyed through awning fabrics, signs, doors and windows, wooden or metal surfaces, as well as in tile in bulkheads or entryways.

General Guidelines

- Masonry wall surfaces that have not been painted should remain unpainted.
- Earth or Neutral tones are preferred for primary base colors.
- Accent Colors should complement the selected primary base color.
- Accent Color intensity should be related to the amount of accent color proposed. Brighter colors should, therefore, have less accent area.
- A coordinated palette of colors should be selected and reviewed for each Downtown project.

Secondary Building Faces

- Concrete blocks found on side and rear walls can be painted.

“The mark of a great city isn’t how it treats its special places - everybody does that right- but how it treats its ordinary ones.”

Aaron M. Renn

SECTION FIVE

5. DESIGN GUIDELINES FOR BUILDING ELEMENTS

Building elements, such as windows, entries, lighting and signage help to create a pedestrian friendly urban environment by adding interest and vibrancy at the street level. Overall, these individual elements also create a cohesive aesthetic to attract visitors and residents to Downtown Clawson.

INTENT

- To enhance the appearance and architectural character of downtown properties.
- To serve as business identification and promote merchandise or services for Clawson businesses.
- To support and maintain a quality community appearance.



The front facade of Mojave Cantina incorporates color, signage and architectural details to define the front entry.



The rear entry is clearly defined with a similar awning, stone material, signage and landscaping.

A. ENTRIES

i. FRONT ENTRIES

Building entries should be defined and articulated in order to create a welcoming and easily-identifiable entrance. Primary building entries should be on the primary face of the building, oriented to a public street or prominent public area.

- The building entry should incorporate architectural details to create a transition from the overall building to the pedestrian space at street level.
- Glass doors and sidelights should be provided unless the architectural design of the building defines other forms of entry.

Methods for Defining Front Entries

- Recess or projection
- Unique architectural feature
- Pedestrian weather protection (canopy, awning, overhang, etc.)
- Architectural detail including, but not limited to, cornices, arches, lattice or moldings
- Streetscape elements such as patios, integral planters and landscaping, etc. (Refer to Section 6 of this document for more information.)

ii. REAR ENTRIES

When parking is located behind the building, rear entries and facades should be provide a welcoming and clearly defined entrance.

- Access to rear parking lots should be clearly defined and visible from the street.
- The rear facade should be clean and well maintained.
- Signage should clearly identify the business.
- Streetscape and landscaping are encouraged.



B. WINDOWS

Vibrant Downtown Districts typically have large sections of clear glass to allow pedestrians to view the interior of the building and provide merchandising display space for businesses. Walls facing the street must include 60% glazing (windows), as required by the ordinance. This requirement helps maintain the established character of the urban space and providing continuous visual interest at the pedestrian level.

- If a building has multiple storefronts, the materials used to construct the storefronts, window frames and door frames should be consistent throughout the building.
- Storefronts constructed with materials which hide the interior (including darkly tinted or reflective glass) are discouraged.
- Vacant storefronts should not be left empty, but should be used to display building renovation plans, community events, or similar information. The display should screen from view the vacant space.

C. LIGHTING

Decorative exterior lighting should be considered at main and secondary entries to provide a safe, pedestrian atmosphere. Consideration should be made for the architectural character of the building when selecting decorative fixtures.



D. AWNINGS

The use of awnings is encouraged where appropriate. Awnings provide shelter from the weather, modulate natural light, as well as provide business identification and indication of entries or transitions from the outdoor to indoor environment. Well designed awnings can improve the overall pedestrian experience in Downtown Clawson by creating a pleasant, human scaled space in front of businesses.

Location and Placement

- Long expanses of awnings are discouraged. Multiple awnings should be used to reflect the door and window openings beneath them.
- Awnings should be an enhancement to the building facade and should be proportional and complimentary to the building.
- Awnings shall be constructed of a durable material such as canvas or other pre-approved material that will not fade or tear easily. Plastic and vinyl awnings are NOT permitted.
- Backlit awnings are NOT permitted.
- Awnings and canopies shall be at least 8 feet above sidewalk grade at the lower drip edge.
- In a multi-tenant building, awnings should be coordinated to compliment the overall architecture of the building.
- Awnings should be mounted in locations that respect the design of the building and do not obscure ornamental features over storefronts. (i.e. rooflines, arches, bandings)
- Awning brackets should be mounted into mortar joints, not into the faces of brick and stone.



E. SIGNAGE

Downtown signage guidelines allow for a variety of styles, listed below, which allow for flexibility and individual expression, while reducing visual clutter and enhancing the character of downtown. The following signage guidelines are meant to encourage continuity and recognize the impact each individual sign has on the whole community.

a. WALL / PIN MOUNTED SIGNS

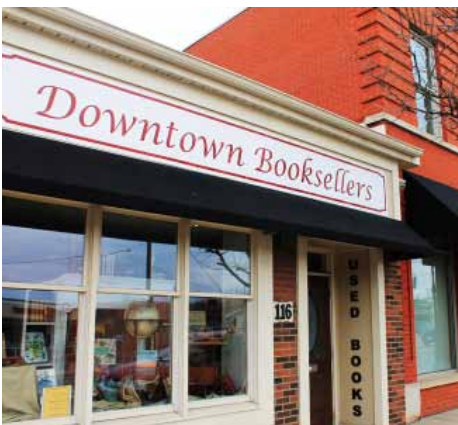
Wall signs include any permanent sign that is attached to or erected parallel to the face of a building. Pin mounted signs include all dimensional letter signs in which individual elements or letters are mounted to the building face. Simple fonts and minimal design elements are recommended, in order to achieve legibility.

Allowable Dimensions

- For businesses with a frontage of 50 lineal feet or less onto a public street, the wall / awning sign area shall measure no larger than 24 square feet per public road frontage.
- For businesses with a public street frontage of 51 lineal feet or greater, additional wall / awning signage of 0.5 square feet per lineal foot of frontage shall be permitted.
- A secondary sign, no greater than 12 square feet, shall be permitted at rear or side entrances.

Guidelines

- All wall mounted signs should be constructed of high quality and durable materials.
- All wall signs, if illuminated, should be illuminated in a manner that is not intermittent, nor causing a hazard to others.
- Backlit signage is NOT permitted. Signage should be lit from an external source (spot lighting or halo lighting).
- Cabinet box signs (sign lettering posted on a framed cabinet box) are not permitted.



Successful Wall Signs utilize simple fonts and graphic elements in a unique way. Pin-mounted letters add dimension and interest to flat surfaces.



b. WINDOW GRAPHICS

Window graphics and displays should be tasteful and minimal, and designed to be pedestrian friendly. The intent is to create an open and inviting appearance and express the nature or “personality” of the business without obscuring visibility.

Allowable Dimensions

- Total graphics area may not exceed more than 25 percent coverage per window (at ground level).

Guidelines

- Graphics may be comprised of words or logos or a combination of both.
- Translucent (not opaque) graphics may be placed anywhere on the window, provided it does not conceal view of the interior.
- Opaque graphics must be placed within the bottom 12 inches of the window.



c. PROJECTING (BLADE) SIGNS

Projecting signs are hung perpendicular to the building face, are highly visible and can be an extremely effective method of identifying a business.

Allowable Dimensions

- Maximum area of 3 square feet.
- Projecting signs are allowed in addition to the maximum permitted wall signage.
- An 8 foot clearance must be maintained between the bottom of sign and public sidewalk.
- Projecting signs may not extend above the height of the building.

Guidelines

- Signs should have two finished sides that are consistent on both sides.
- Mounting hardware for blade signs should be attractive and an integral part of the sign design. Metal brackets with decorative elements are encouraged where appropriate to add character to the building.



Creative use of symbols, materials, and graphics are effective methods for business identification.



d. AWNING SIGNAGE

The vertical drip of an awning may be stenciled with signage a maximum of 8 inches by a horizontal length not to exceed 80 % of the awning width, subject to the sign ordinance regulations.

e. GROUND / MONUMENT SIGNS

Where buildings are set back on a lot in the downtown core, a ground sign may be appropriate and permitted in lieu of a wall sign.

Allowable Dimensions

- Maximum area of 24 square feet per side.
- Maximum height of 8 feet from grade to the top of the sign.

High quality materials and creative graphics are successful in attracting customers.



e. A-FRAME SIGNS

A-Frame signs are temporary sidewalk signs, also known as 'sandwich boards'. Creative or unique portable signs enhance the quality of the pedestrian environment and help to identify businesses, attract customers and promote merchandise or services.

* Design assistance is available - contact the DDA for additional details.*

Allowable Dimensions

- Maximum area of 6 square feet per side.
- Maximum footprint of 2 feet by 3 feet.

Guidelines

- Signs should be attractive and should be of durable and high quality materials that complement the character of the business.
- Mass-produced or generic signs are discouraged.
- Moveable signs must not impede pedestrian flow and must be removed daily at the close of business.
- Where buildings are set back on a lot, A-Frame signs may be placed in municipal green space, upon approval by the building department.
- No individually applied changing marquee style letters are allowed.
- Paper signs, wind-activated items (i.e. balloons, windsocks, pinwheels) and nonrigid changeable areas shall not be used as or attached to the sign.



A-frame signage captures your business at a glance.



Creative, pedestrian scale 'OPEN' signage is strongly encouraged.

f. NEON SIGNS

One neon sign that reads "OPEN" and does not exceed 2 square feet in area is allowed per business within 4 feet of a window.

Guidelines

- This restriction applies to any neon sign within 4 feet of a window opening.
- No motion (blinking, running, etc.) is permitted.

F. SUSTAINABILITY FOR BUILDING ELEMENTS

The City of Clawson promotes the use of sustainable building practices in order to create a healthier environment, reduce operating costs and conserve energy and resources in our community. While the downtown architecture should honor the history and maintain the unique character of Clawson, innovation in design, construction and operations is encouraged.

Sustainability Goals

- Conservation of raw materials
- Regional product selection
- Energy efficiency
- Indigenous landscaping
- Passive solar design and daylighting



“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs

SECTION SIX

6. DESIGN GUIDELINES FOR PUBLIC SPACE

Creating quality public spaces is imperative to creating a downtown that attracts pedestrians and fosters both a sense of safety and visual interest. Public spaces include not only parks, open spaces and plazas, but also the streetscape and outdoor seating areas in the downtown core. The design and maintenance of these pedestrian spaces can attract and draw in visitors and provide valuable amenities for residents, customers, and visitors.

INTENT

- To enhance the pedestrian experience of downtown Clawson.
- To increase the length of time visitors stay in our community.
- To support and maintain a quality downtown appearance.



A. PUBLIC SPACE

Buildings should engage and define the street edge with landscaping, pedestrian walkway and street furnishings to allow for safe and comfortable movement of pedestrians.

- Customers experience begins when they approach your storefront. The exterior atmosphere can attract customers and set the tone for what's inside, we encourage you to incorporate flowers and plantings as they enhance street appeal.
- Where pedestrian paths link entrances with parking
- Public amenities - must match with the downtown landscape plan, master plan of the community, reviewed and approved by committee, recommended to contribute through one of the two public art programs (refer to section 6C for more information).



B. OUTDOOR CAFES

In addition to creating an outdoor extension to your building space, outdoor cafes help to create an overall general welcoming appearance to your unique business. Patio design and furnishings are the 'finishing' touch of your business and should complement the overall building appearance.

Guidelines

- All furnishing must be consistent in style, made of quality materials and with durable finishes intended for outdoor, commercial use.
- Anchoring into the brick pavers is not permitted.
- Patios must be secured onto your building or with free-standing supports. The use of flower pots or planters are highly encouraged to create a pleasant enclosure.
- No patio element may feature advertising or commercial promotional messages.
- String lighting may be used, but must be included with patio plan for review by the Building Department.

APPENDIX

I. PUBLIC ART PROGRAMS

PUBLIC ART IS...

“accessible work of any kind that cares about, challenges, involves and consults the audience for- or with whom- it was made, respecting community and environment.”

Lucy Lippard



C. PUBLIC ART

Public art contributes to streetscape aesthetics while enhancing our unique identity, history, sense of place, fostering civic pride and encouraging community interaction. Incorporating public art into Downtown Clawson is a key initiative of the Master Plan and overall landscaping plan for Downtown. The DDA has created two public art programs which are an option to fulfill ordinance requirement for providing public amenities during site plan review.

a. SILHOUETTES OF CLAWSON

Created in 2014, the Silhouettes of Clawson project is a planned public art installation intended to bring whimsy and character to the pedestrian space in Downtown Clawson. Steel silhouettes are available for placement in planned locations throughout the DDA district. For available designs, please see the current Silhouette project brochure.

Approximate Sponsorship Cost : \$ 1500



b. HISTORIC PHOTO ART

Clawson historic photos commemorate Clawson history and engage the community through authentic, outdoor photo reproductions. The DDA can assist with the selection and production of artwork for your building, or you may sponsor a photo to be placed in an alternate public space.

Approximate Sponsorship Cost : \$ 750



c. MURAL PROGRAM

The Downtown Clawson Mural program aims to enhance public space in Downtown Clawson, instill a sense of community pride and promote local artists. Murals enliven public space, create a welcoming and desirable downtown district and engage the community in shaping the built environment.

The Clawson DDA will act as coordinator, but the program will be administered by both the DDA and the (newly created) Public Art Committee.

In order to be considered, murals must fit the character of Downtown Clawson, and be approved by a review committee of local stakeholders. Murals approved through this program are exempt from the city sign code and become part of Clawson's public art collection.

Approximate Sponsorship Cost : \$ 4000

FOR BUSINESS OWNERS :

Local building owners who would like to nominate a wall for a mural, please provide the following submission materials.

1. Description of Wall -- including dimensions, material and at least one photo. Please note any special considerations.
2. A 1-page cover letter indicating the goal for this project. Include the overall vision and any particular theme desired for this project.
3. Building owners must be willing to work with the artist, review committee, and other partners as identified by the Clawson DDA/Main Street.

Approximate Sponsorship Cost : \$ 4,000

FOR ARTISTS :

Local artists who would like to submit a project for consideration by the Mural Program may submit the following application materials.

1. A 1-page cover letter about yourself and why you would like to complete this project.
2. A portfolio of works that represents the medium and style of your work. Examples must include: image, title of work, a brief description, year completed, medium and location.
3. Three professional references, including name, relationship, email and phone number so that we may contact each individual.
4. A brief description, including visuals (these may be sketches or other graphics), of your idea for the mural. This should include a proposed budget for the completion of this work, including artwork, labor and materials.

REVIEW COMMITTEE

The review committee for the Clawson Mural program will be comprised of volunteers from all major stakeholder groups - building and/or business owners, Clawson DDA and Planning Commission members , and Clawson resident volunteer(s).

MURAL REQUIREMENTS :

Every applicant must demonstrate that they will:

1. Create a mural that is accessible to the public.
2. Use media that ensure mural longevity and durability.
3. Paint on a surface and/or structure that is stable and ready for painting.
4. Meet standards of artistic quality and suitability for Downtown Clawson.
5. Have a plan for painting the mural that insures the safety of painters and the public, and that does not impede public access.
6. Mural must be maintained as designed for a period of five (5) years.